

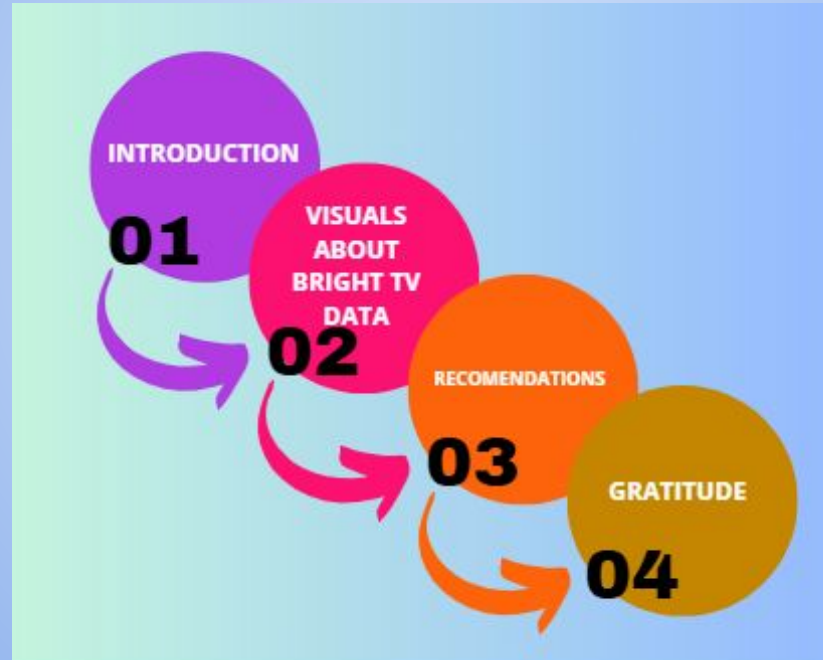
BANG

BRIGHT_{tv}



ELISA MACAMO

WHAT TO EXPECT!



ESSENTIAL INSIGHTS OF THE BRIGHTTV DATA

USERID

AGE

**DURATION
OF THE
VIEWERSHIP**

GENDER

PROVINCES

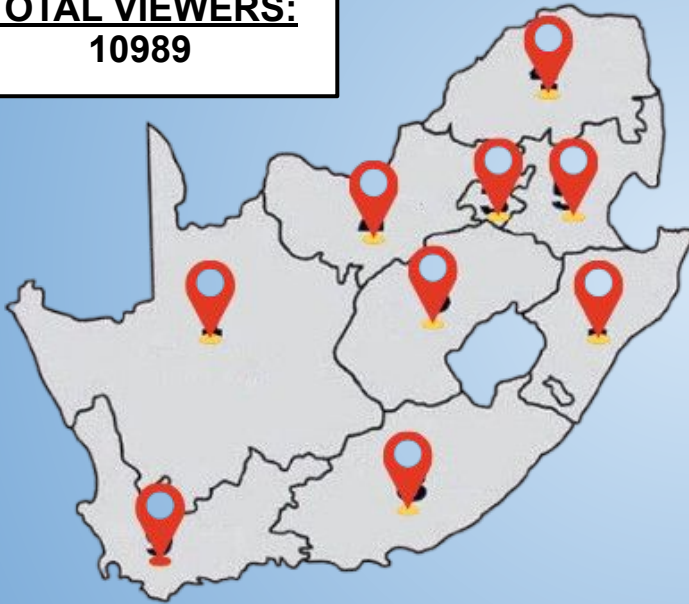
RECORD DATE

RACE

**TV
CHANNELS**

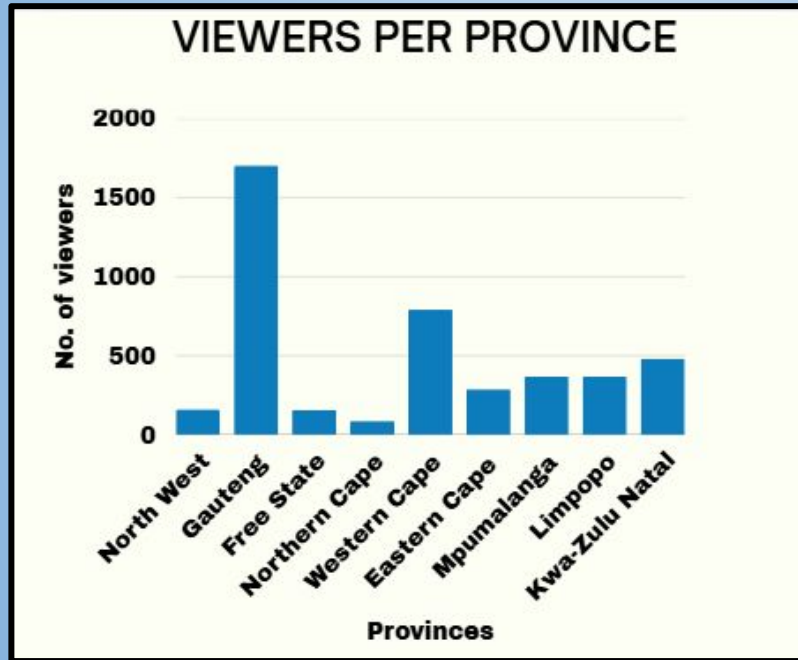
WHO ARE YOUR VIEWERS?

TOTAL VIEWERS:
10989



- VIEWERS ARE IN ALL SA PROVINCES.
- VARIOUS AGE GROUPS AND DIFFERENT VIEWED CHANNELS.

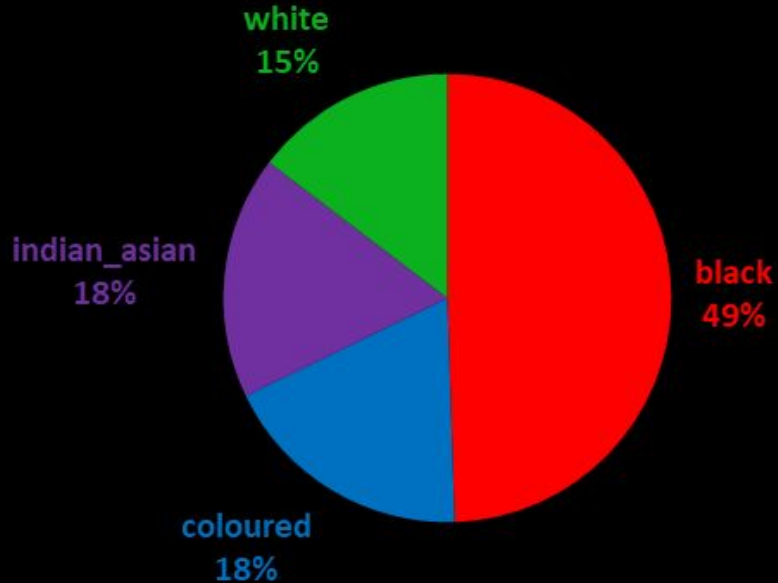
WHO ARE YOUR VIEWERS?



**GAUTENG
LEADS WITH
HIGHEST NO.
OF VIEWERS**

WHO ARE YOUR VIEWERS?

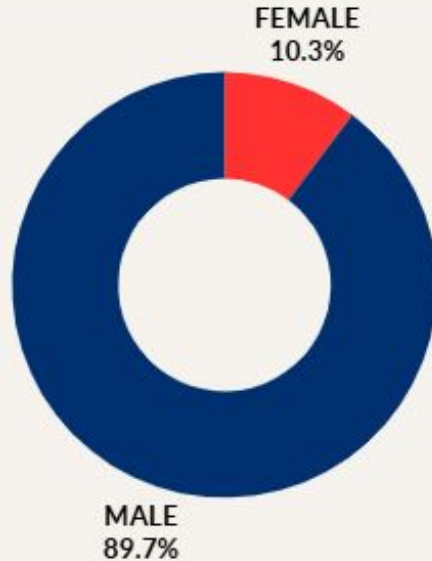
VIEWERSHIP PER RACE



**BLACKS FORM
THE LARGEST
GROUP OF
VIEWERS**

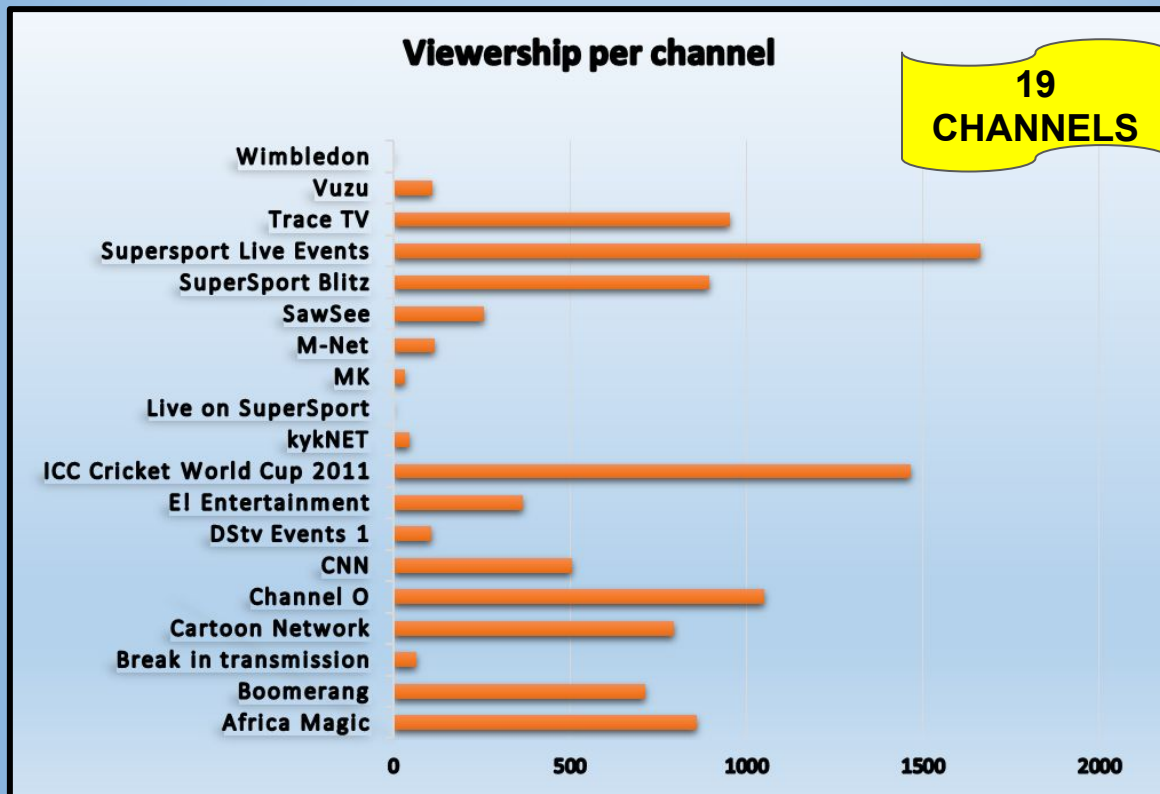
WHO ARE YOUR VIEWERS?

VIEWERS BY GENDER



**MALE VIEWERS
DOMINATE
ACROSS ALL SA
PROVINCES**

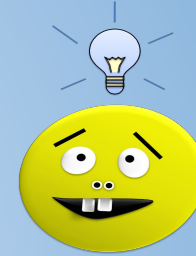
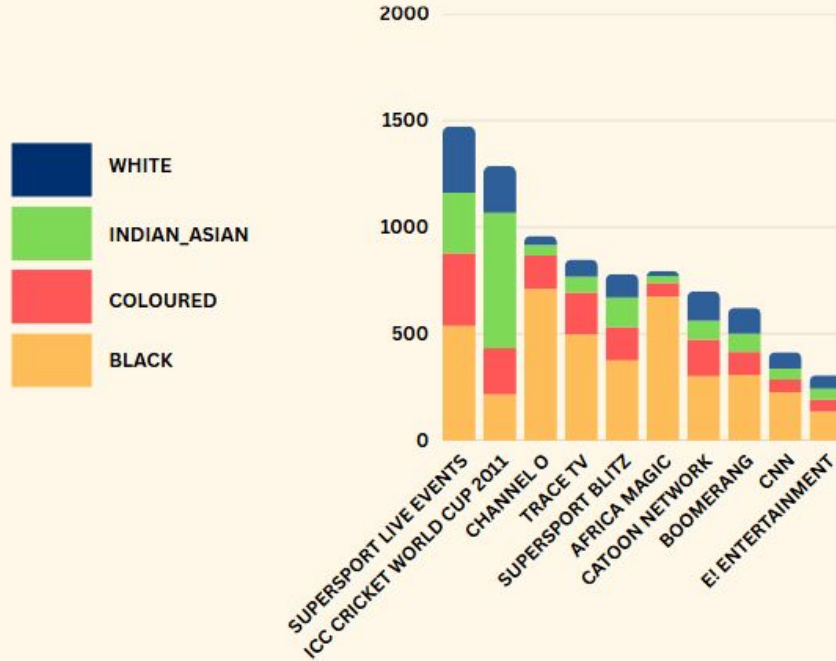
CHANNEL VIEWERSHIP



**SUPERSPORT
LIVE EVENTS IS
THE
MOST
WATCHED
CHANNEL**

TOP 10 CHANNELS BY VIEWS AND RACE

CHANNEL VIEWERSHIP BASED ON RACE

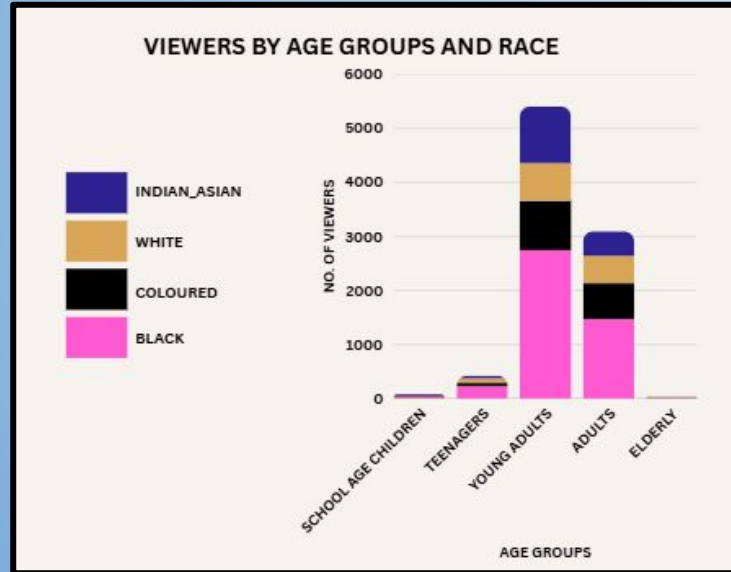


**SUPERSPORT
LIVE EVENTS
HAS ALMOST
THE SAME NO.
OF VIEWERS
AMONGST ALL
THE RACES**

AGE GROUPS VS RACE

**YOUNGEST:
9 YRS OLD**

**OLDEST:
114 YRS OLD**



CATEGORY	AGE GROUP
SCHOOL AGE CHILDREN	5-12
TEENAGERS	13-19
YOUNG ADULTS	20-35
ADULTS	36-64
ELDERLY	>64

VIEWERSHIP WITHIN 4 MONTHS

**AVERAGE
VIEWING TIME :
9.14 MINS**

VIEWERS PER MONTH IN 2016



**MARCH HAS THE HIGHEST
VIEWERSHIP**

VIEWERS IN MARCH- WEEKLY



FACTORS INFLUENCING CONSUMPTION

- **SUBSCRIPTION COSTS**
- **DEVICE COMPATIBILITY (ABILITY TO WATCH ON VARIOUS DEVICES)**
- **DATA CONSUMPTION CAN INFLUENCE WHEN AND HOW VIEWERS CONSUME CONTENT.**
- **VARIOUS AGE GROUPS HAVE DISTINCT VIEWING PREFERENCES AND HABITS**
- **SCHEDULING STRATEGIES THAT FAIL TO ACCOMMODATE OTHER VIEWERS.**

RECOMMENDATIONS

- **BRING CELEBRITIES OR INFLUENCERS WHO RESONATE WITH THE TARGET AUDIENCE.**
- **POLLS AND GAMES WHERE AUDIENCE VOTE ON OUTCOMES OR PARTICIPATE VIA APPS OR SOCIAL MEDIA.**
- **INCREASE MORE INTERESTING CONTENT FOR THE KIDS AND TEENANGERS.**
- **LIVE Q&A SESSION WHERE VIEWERS CAN SEND IN QUESTIONS.**

KEY FINDINGS

- **GAUTENG HAS THE HIGHEST VIEWER CONCENTRATION ACROSS SA.**
- **MALE AND BLACK AUDIENCES DOMINATE VIEWERSHIP DEMOGRAPHICS.**
- **SUPERSPORT LIVE EVENTS IS THE MOST POPULAR CHANNEL ACROSS ALL RACES.**
- **AVERAGE VIEWING TIME IS RELATIVELY SHORT AT 9.14 MINUTES.**

FINAL THOUGHTS

- **BRIGHTTV HAS BROAD REACH ACROSS ALL PROVINCES AND DIVERSE AGE GROUPS.**



**THANK
YOU**